ORDER

Orders Order / Rev: 103292 Alt Order #: 06825819 Product Desc: NRCC IE 2012 Estimate: 2599 Flight Dates: 09/14/12 - 09/20/12 Primary AE: Amy McCreary Original Date / Rev: 06/21/12 / 07/26/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: National Media, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Ln. Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% NRCG-IE Advertiser Name: Demographic: A25-54 New Business Thru: Product Codes: PLI2 Order Separation: 00:15:00

Bill Plan

Dill I luti				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/20/12	61	\$68,525,00	\$58,246,25

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$68,525.00	\$58,246.25	0.00
Totals	61	\$68 525 00	\$58 246 25	0.00

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	37%	\$68,525.00
Market	100%	\$185,202,70

		*
Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$40,744.59
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$27,780.41
KTUD	0%	\$0.00
KVVU	22%	\$40,744.59
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,408.11

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	09/14/12	09/14/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	F	:30	1	\$400.001	0.00 NM	1	\$400.00
					M-F 5-6a WakeU	p w/Wagners								
		WAKE \	N/WAGNF	RS1									i	
		<u>Sta</u>	rt Date I	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					i	
	W	eek: 09/	10/12	09/16/12	F	1	\$400.00	0.00					i	

KSNV

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Ln Ch Start End E 1 KSNV 09/14/12 09/14/		Start/End		Len Sp			Rtg Type \$	·	Amount
WAKE W/WAGNRS1	12 M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	5-6a	F _.	:30	1	\$400.001	0.00 NM	1	\$400.00
Start Date End Da Week: 09/10/12 09/16/1		<u>Rate</u> \$400.00	Rating 0.00						
	12 M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	5-6a	M	:30	1	\$400.001	0.00 NM	1	\$400.00
WAKE W/WAGNRS1	c ca crancop mora						:		
<u>Start Date</u> <u>End Da</u> Week: 09/17/12 <u>09/23/1</u>	2 M 1	\$400.00	Rating 0.00						
	12 M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wa9ners	5-6a	-T	:30	1	\$400.001	0.00 NM	1	\$400.00
WAKE W/WAGNRS1 Start Date End Da	te Weekdays Spots/Week	Rate	Rating				İ		
Week: 09/17/12 09/23/1			0.00						
	12 M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	5-6a	W	:30	1	\$400.001	0.00 NM	1	\$400.00
WAKE W/WAGNRS1 Start Date End Da	te Weekdays Spots/Week	Doio	Detina						
Week: 09/17/12 09/23/1		· . —	<u>Rating</u> 0.00						
E 5 KSNV 09/20/12 09/20/	12 M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	5-6a	T	:30	1	\$400.001	0.00 NM	1	\$400.00
WAKE W/WAGNRS1									
<u>Start Date</u> <u>End Da</u> Week: 09/17/12 09/23/1			Rating 0.00				i		
	12 M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	6-7a	F	:30	1	\$725.001	0.00 NM	1	\$725.00
WAKE W/WAGNRS2	m r o , a vrancoop m vragnare	•							
<u>Start Date</u> <u>End Da</u> Week: 09/10/12 09/16/1			Rating 0.00						
E 7 KSNV 09/17/12 09/17/	12 M-F 6-7a WakeUp w/WaQM M-F 6-7a WakeUp w/Wagners	6-7a	М	:30	1	\$725.001	0.00 NM	1	\$725.00
WAKE W/WAGNRS2 Start Date End Da	te Weekdays Spots/Week	, Doto	Datina						
Week: 09/17/12 09/23/1		<u>Rate</u> I \$725.00	<u>Rating</u> 0.00						
E 8 KSNV 09/18/12 09/18/	12 M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	6-7a	-Т	:30	1	\$725.001	0.00 NM	1	\$725.00
WAKE W/WAGNRS2	(-)0(-		D. C.						
Start Date End Da Week: 09/17/12 09/23/1	2 -T	\$725.00	Rating 0.00			A-05-004	2 22 1114		
WAKE W/WAGNRS2	12 M-F 6-7a WakeUp w/WaûM M-F 6-7a WakeUp w/Wagners	6-7a s	W	:30	1	\$725.001	0.00 NM	1	\$725.00
Start Date End Da Week; 09/17/12 09/23/1			Rating 0.00						
	12 M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a	T	:30	1	\$725.001	0.00 NM	1	\$725.00
WAKE W/WAGNRS2	, ,								
<u>Start Date</u> <u>End Da</u> Week: 09/17/12 09/23/1			Rating						
E 11 KSNV 09/14/12 09/14	12 Today Show CM	1 \$725.00 658a-9am	0.00	:30	2	\$900.001	0.00 NM	2	\$1,800.00
TODAY SHW	Today Show								
Start Date End Da			Rating						
Week: 09/10/12 09/16/1 E 12 KSNV 09/17/12 09/17	/12 Today Show CM	2 \$900.00 658a-9am	0.00 M	:30	2	\$900.001	0.00 NM	2	\$1,800.00
TODAY SHW	Today Show								
Start Date End Da			<u>Rating</u>						
Week: 09/17/12 09/23/1		2 \$900.00	0.00			000000			**
E 13 KSNV 09/18/12 09/18	/12 CM	658a-9am	-T	:30	2	\$900.001	0.00 NM	2	\$1,800.00

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Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type \$	Spots	Amount
TODAY	OLBA		Today Show									
TODAY Sta	Srivv irt Date	End Date	Weekdays	Spots/Week	Rate	Rating				B		
Week: 09/	17/12	09/23/12	-T	2	\$900.00	0.00						
E 14 KSNV		2 09/19/12	Today Show Today Show	СМ	658a-9am	W	:30	2	\$900.001	0.00 NM	2	\$1,800.00
TODAY <u>Sta</u> Week: 09/	ırt Date	End Date 09/23/12	Weekdays	Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00						
E 15 KSNV			Today Show Today Show	CM	658a-9am	T	:30	2	\$900.001	0.00 NM	2	\$1,800.00
TODAY												
<u>Sta</u> Week: 09/	<u>ırt Date</u> /17/12	End Date 09/23/12	<u>Weekdays</u> T	Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00						
E 16 KSNV			Saturday Today	CM	7a-9am	S-	:30	1	\$625.001	0.00 NM	1	\$625.00
0.471/0	D.1) (TO:	- * * *	Saturday Today						4 0.00	0.00 11111	'	Ψ020.00
	DAY TOI art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	S-	<u> </u>	\$625.00	0.00						
E17 KSNV			Sunday Today Sunday Today	СМ	7a-8am	S	:30	1	\$500.002	0.00 NM	1	\$500.00
	DDAY-NE art Date		Weekdays	Snots Allook	Doto	Dating						
Week: 09/		End Date 09/16/12	S	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
E18 KSNV	09/16/1	2 09/16/12	Chris Matthews 9 Chris Matthews 8		9:30a-10a	S	:30	1	\$500.001	0.00 NM	1	\$500.00
_	MATTHE		184 1		.					ŀ		
<u> </u>	<u>rt Date</u> ′10/12	End Date 09/16/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
		2 09/14/12	NEWS 3 at 4 (1) 4PM NEWS (1 ho		4-5pm (4:30 PM-5:0	F 00 PM)	:30	1	\$725.001	0.00 NM	1	\$725.00
NEWS	3 ut Date	End Date	Weekdays	Spots/Week	Doto	Detina						
Week: 09/		09/16/12	F	<u>opota/veck</u>	<u>Rate</u> \$725.00	<u>Rating</u> 0.00						
E20 KSNV		2 09/18/12	NEWS 3 at 4 (1 4PM NEWS (1 ho		4-5pm (4:30 PM-5:0	-T 00 PM)	:30	1	\$725.0 0 1	0.00 NM	1	\$725.00
NEWS <u>Sta</u> Week: 09/	rt Date	End Date 09/23/12	Weekdays -T	Spots/Week	<u>Rate</u> \$725.00	Rating 0.00						
E21 KSNV			NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:30 PM-5:0	T	:30	1	\$725.001	0.00 NM	1	\$725.00
	art Date	End Date	Weekdays T	Spots/Week	Rate	Rating						
E 22 KSNV		09/23/12 2 09/14/12	M-F Early News	CM	\$725.00 5-630p	0.00 F	:30	2	\$1,200.001	0.00 NM	2	\$2,400.00
NEWS	3		M-F Early News									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/ E 23 KSNV		09/16/12 2 09/17/12	M-F Early News	CM	\$1,200.00 5-630p	0.00 M	:30	2	\$1, 200.001	0.00 NM	2	\$2,400.00
NEWS	3		M-F Early News									
<u>Sta</u> Week: 09/	art <u>Date</u> /17/12	End Date 09/23/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$1,200.00	Rating 0.00						
E 24 KSNV	09/18/1	2 09/18/12	M-F Early News M-F Early News	СМ	5-630p	-T	:30	2	\$1,200.001	0.00 NM	2	\$2,400.00
	3		•									
NEWS												
	art Date	End Date 09/23/12	Weekdays -T⊶	Spots/Week 2	<u>Rate</u> \$1,200.00	Rating 0.00						

Print Date: 07/26/12 10:50:19 Page 4 of 6

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Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount M-F Early News M-F Early News NEWS 3 Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/17/12 09/23/12 --W----2 \$1,200,00 0.00 E 26 KSNV 09/20/12 09/20/12 M-F Early News CM 5-630p ---T---:30 2 \$1,200.001 0.00 NM 2 \$2,400.00 M-F Early News NEWS 3 Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating ---T---Week: 09/17/12 09/23/12 \$1,200.00 0.00 E 27 KSNV 09/14/12 09/14/12 M-F Jeopardy 630-7pm CM ----F--:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** Start Date **End Date** Spots/Week <u>Weekdays</u> Rate Rating Week: 09/10/12 09/16/12 ----F--1 \$1,300.00 0.00 E 28 KSNV 09/17/12 09/17/12 M-F Jeopardy CM 630-7pm M-----:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week; 09/17/12 09/23/12 M-----\$1,300.00 0.00 E 29 KSNV 09/18/12 09/18/12 M-F Jeopardy СМ 630-7pm -T----:30 1 \$1,300,001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 09/17/12 09/23/12 -T----\$1,300.00 0.00 E 30 KSNV 09/19/12 09/19/12 M-F Jeopardy CM 630-7pm ---W----:30 \$1,300.001 0.00 NM \$1,300,00 M-F Jeopardy **JEOPARDY** Spots/Week Start Date End Date Weekdays Rate Rating Week: 09/17/12 09/23/12 1 \$1,300.00 0.00 E 31 KSNV 09/20/12 09/20/12 M-F Jeopardy CM 630-7pm 0.00 NM :30 1 \$1,300.001 \$1,300.00 M-F Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 ---T---1 \$1,300.00 E 32 KSNV 09/14/12 09/14/12 M-F Wheel CM 7-730pm ----F--:30 1 \$1,300,001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE End Date Start Date <u>Weekdays</u> Spots/Week Rate Rating ---F--Week: 09/10/12 09/16/12 1 \$1,300.00 0.00 E 33 KSNV 09/17/12 09/17/12 M-F Wheel CM 7-730pm M-----:30 1 \$1,300,001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE Spots/Week Start Date End Date **Weekdays** Rating Rate 1_\$1,300.00 Week: 09/17/12 09/23/12 M----0.00 E 34 KSNV 09/18/12 09/18/12 M-F Wheel CM 7-730pm :30 1 \$1,300,001 0.00 NM 1 \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 Week: 09/17/12 \$1,300.00 0.00 E 35 KSNV 09/19/12 09/19/12 M-F Wheel CM 7-730pm --W----:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 09/17/12 09/23/12 \$1,300.00 0.00 E 36 KSNV 09/20/12 09/20/12 M-F Wheel CM 7-730pm ---T---:30 1 \$1,300,001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 09/17/12 09/23/12 ---T---\$1,300.00 0.00E37 KSNV 09/19/12 09/19/12 CM 9-11pm --W----:30 1 \$3,000,001 0.00 NM \$3,000.00

KSNV

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Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Wed PR 9-11p Wednesday Prime 9-11pm HARRY'S LAW **End Date** Rating Start Date Weekdays Spots/Week Rate 09/23/12 --W----Week: 09/17/12 1 \$3,000.00 0.00 E 38 KSNV 09/14/12 09/14/12 Fri PR 8-9p CM 8-9pm ----F--:30 1 \$1,700.001 0.00 NM \$1,700.00 Friday Prime 8-9pm WHO ARE YOU? Start Date End Date **Weekdays** Spots/Week Rating Rate ---- F--Week: 09/10/12 09/16/12 \$1,700.00 0.00 E 39 KSNV 09/15/12 09/15/12 Sat PR 10-11p CM 10-11pm ----S-:30 1 \$1,200.001 0.00 NM \$1,200.00 Saturday Prime 10-11pm L&O SVU-SA-NBC End Date Start Date **Weekdays** Spots/Week Rate Rating 09/16/12 ----S-Week: 09/10/12 \$1,200.00 0.00 E 40 KSNV 09/16/12 09/16/12 NFL Football CM 1P-9PM ----S :30 1 \$9,000.002 0.00 NM \$9,000.00 NFL Football **NBC SUN-FTBL** Start Date End Date Weekdays Spots/Week Rating Rate 09/16/12 Week: 09/10/12 1 \$9,000.00 0.00 E 41 KSNV 09/16/12 09/16/12 News 3 Live in Prime CM 7-10pm ----S :30 1 \$1,600.002 0.00 NM \$1,600,00 News 3 in Prime **NWS3 LVE-PRIME** Spots/Week Start Date **End Date** Weekdays Rate Rating 09/16/12 Week: 09/10/12 -----5 0.00 1 \$1.600.00 E 42 KSNV 09/14/12 09/14/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$1,200.001 0.00 NM \$1,200.00 M-F News 3 at Eleven **NEWS 3 AT 11** Start Date End Date Weekdays Spots/Week Rate Rating 09/16/12 ----E--Week: 09/10/12 1 \$1,200.00 0.00 E43 KSNV 09/17/12 09/17/12 M-F News 3 at Eleven CM 11pm-1135pm M-----:30 1 \$1,200,001 0.00 NM \$1,200.00 M-F News 3 at Eleven **NEWS 3 AT 11** Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 09/17/12 09/23/12 M----1 \$1,200.00 0.00 E44 KSNV 09/19/12 09/19/12 M-F News 3 at Eleven CM 11pm-1135pm --W----:30 1 \$1,200.001 0.00 NM \$1,200.00 M-F News 3 at Eleven **NEWS 3 AT 11** Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/17/12 09/23/12 --W----\$1,200.00 0.00 E 45 KSNV 09/15/12 09/15/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----S-0.00 NM :30 1 \$1,100,001 \$1,100.00 Sa-Su News 3 at Eleven WKD2 NWS-AT 11 Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 09/10/12 09/16/12 1 \$1,100.00 0.00E 46 KSNV 09/14/12 09/14/12 The Tonight Show CM 1135p-1237a ----F--:30 \$500.001 0.00 NM 1 \$500.00 Tonight Show **TONITE SHW** Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 ----F--\$500.00 0.00 E47 KSNV 09/17/12 09/17/12 The Tonight Show CM 1135p-1237a M-----:30 \$500.001 0.00 NM \$500.00 Tonight Show TONITE SHW Weekdays Spots/Week Start Date End Date Rate Rating Week: 09/17/12 09/23/12 \$500.00 0.00 E 48 KSNV 09/18/12 09/18/12 The Tonight Show -T----CM 1135p-1237a :30 \$500.001 0.00 NM \$500.00 **Tonight Show** TONITE SHW Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/17/12 09/23/12 \$500.00 0.00 E49 KSNV 09/19/12 09/19/12 1135p~1237a CM :30 \$500.001 0.00 NM \$500.00

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			The Tonight Sho	W	-							
			Tonight Show									
TONITE	SHW											
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	W	1	\$500.00	0.00						
E 50 KSNV	09/20/1	2 09/20/12	The Tonight Sho	w CM	1135p-1237	aT	:30	1	\$500.001	0.00 NM	1	\$500.00
			Tonight Show								•	4000.00
TONITE	SHW											
<u>Sta</u>	rt Date	End Date	Weekdays .	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	T	1	\$500.00	0.00						
E51 KSNV	09/15/1	2 09/15/12	Saturday Night L	ive CM	1130pm-1:0	2amS-	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
			Saturday Night L	.ive	•				, .,		-	Ţ., 100.00
SAT NI	TE LIVE											
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	10/12	09/16/12	S-	1	\$1,400.00	0.00						
		"								Totals	61	\$68,525.00